

An aerial photograph of a coastal town, likely Hampton, Virginia, showing a harbor, a bridge, and various buildings and streets.

Downtown MP Update

July 2013

# **HAMPTON BY THE SEA**

***“America’s Original  
Harbortown”***



# AGENDA

1. CONTEXT
2. MARKET SUMMARY
3. DEVELOPMENT OPPORTUNITIES
4. URBAN DESIGN FRAMEWORK
5. SITE DESIGN SCENARIOS
6. IMPEMENATION



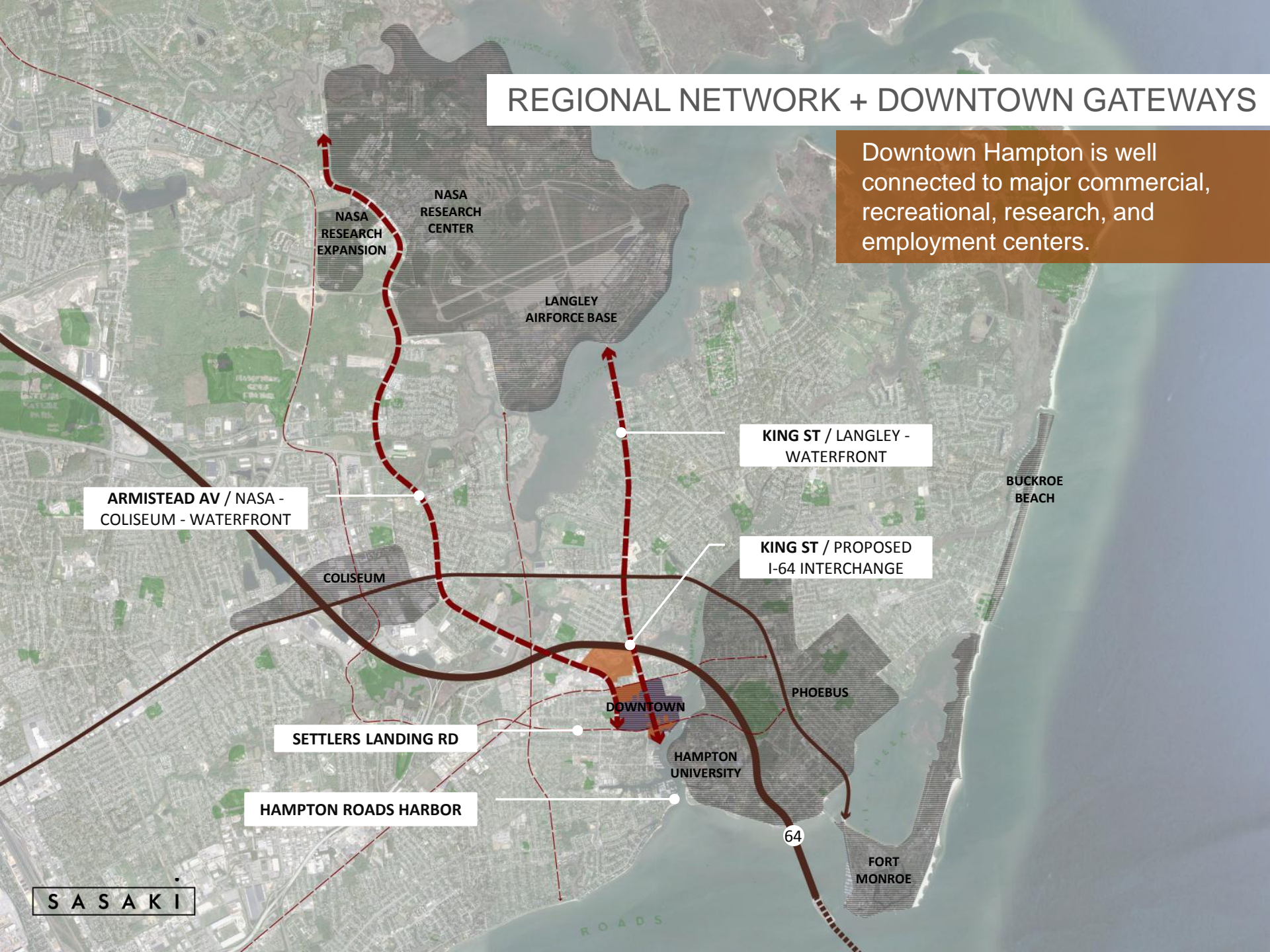


*Context*



# REGIONAL NETWORK + DOWNTOWN GATEWAYS

Downtown Hampton is well connected to major commercial, recreational, research, and employment centers.



ARMISTEAD AV / NASA -  
COLISEUM - WATERFRONT

KING ST / LANGLEY -  
WATERFRONT

KING ST / PROPOSED  
I-64 INTERCHANGE

SETTLERS LANDING RD

HAMPTON ROADS HARBOR

S A S A K I



Hampton is located at the midpoint of the eastern seaboard boating path, and has significant marine and seafood infrastructure nearby.

## Boating



## Chesapeake Bay Oyster Harvesting



- Seafood Industry Location
- Marina
- Hotel

# MARINE INFRASTRUCTURE

## FRESHWATER



## SALTWATER



## SEAFOOD ECONOMY

Virginia

Hampton

**\$586,718,000**

Output Impact to economy

?

**\$47,000,000**

Aquaculture

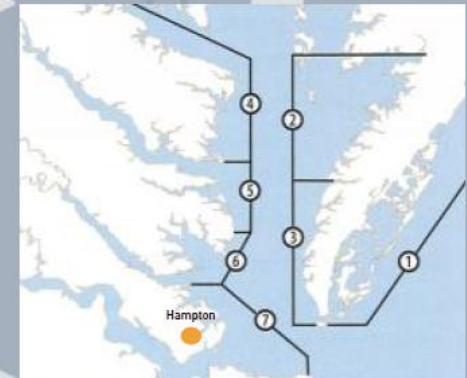
?

**5,654**

Employment-seafood jobs

?

## Chesapeake Bay Oyster Harvesting



● Seafood Industry Location



Black Clam

Oyster

Sea Scallop

Blue Crab

## MARINE / SEAFOOD ECONOMICS

<http://hamptonroads.com/2009/04/saltwater-fish-species-hampton-roads> Town Murray, Sea Grant/VIMS

S A S A K I



## Community Economy Viability

Engaging communities for economic growth

Green Industry

## College Cluster Initiatives

### Biosecurity, Infectious Diseases:

Prevention of human, animal and plant diseases; Food safety and security

## Agriculture Profitability & Environmental Sustainability

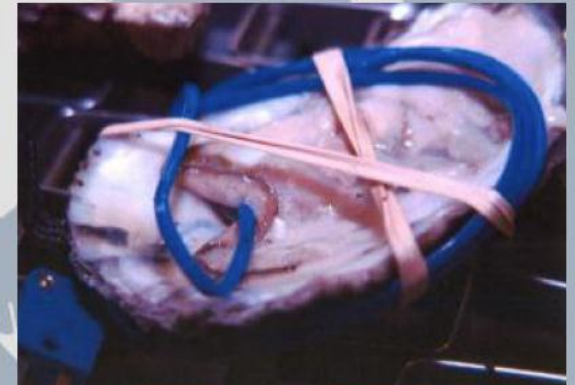
Food, Nutrition, and Health

### Biodesign/Bioprocessing

Value-added products

## VSAREC Research & Extension Programs

- Food Safety and Quality
  - Consumer Education
  - Aquaculture
  - Engineering
  - Business/Marketing/Community Development
- VA Tech  
Agricultural & Research Center



TEACHING / RESEARCH / EXTENSION



# *Market Summary*



# Key Markets

HR&A identified six key consumer markets for retail shops and services in Downtown Hampton. Of these six markets, HR&A quantified the potential spending each of each group (excluding boaters) which will provide the potential markets for retail and residential spending capture.

The six key markets are:



**Downtown Residents**  
(1 Mile Radius)



**Tourists**



**Students**  
(Hampton University)



**Boaters**



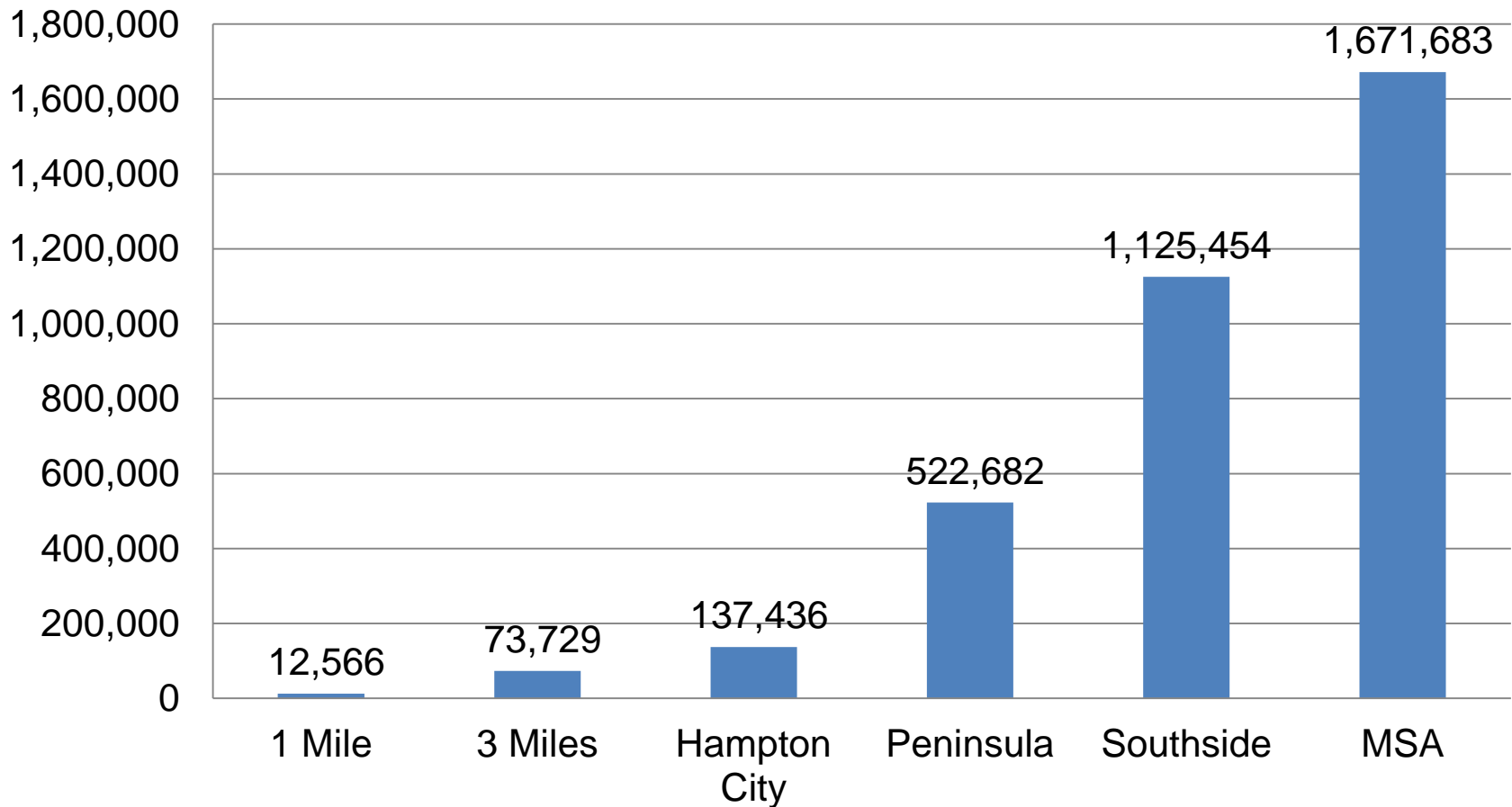
**Downtown Employees**



**Local Residents**  
(3 Mile Radius)

# Residential Market

**2010 Residential Population**



Source: US Census Bureau, ESRI Business Analyst Online



# Tourism Market: Regional



**Williamsburg &  
Historic Triangle**  
3.5 Million



**Virginia Beach**  
11.7 Million



**Newport News**  
616,000



**Smithfield**  
15,000



**Hampton City**  
344,000



**Norfolk**  
Not available

# Tourism Market: Hampton

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**Virginia Air & Space Museum**  
204,400



**Hampton Carousel**  
8,200



**Hampton Roads  
Convention Center**  
277,600



**Hampton History Museum**  
10,000



**Fort Monroe**  
275,000 (projected)



**Hampton Coliseum**  
345,000



# Student Market

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- **4,565** undergraduate students, mostly reside on-campus
- **770** graduate students
- **60%** out of state

Source: Hampton University. HR&A

# Boater Market

- **1,527** slips in Hampton
- **3,000+** boats registered in Hampton
- Competitive advantage with no boat tax



Source: VIMS/William & Mary 2009 Boating Study, DHDP 2009 Study, City of Hampton Website, HR&A, Google Maps



# Downtown Employee Market

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**8,500+** employees

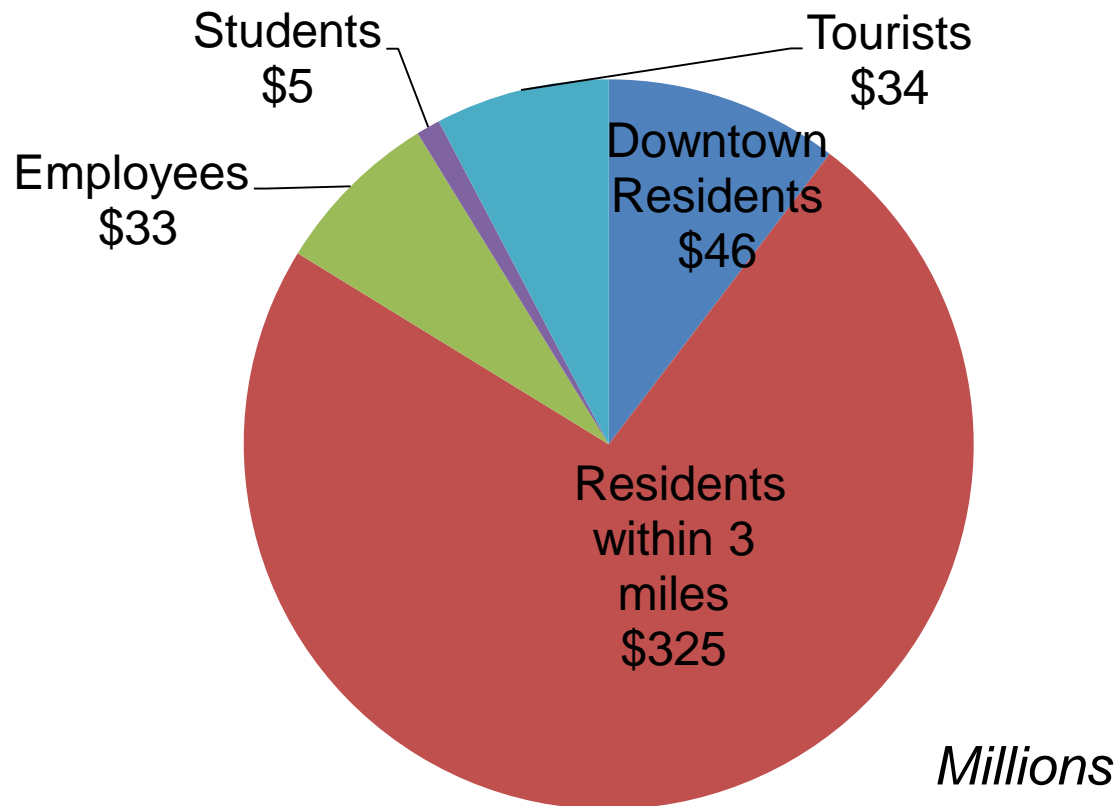
## Largest employers:

- Hampton City (local government)
- Hampton City Schools (education)
- Zel Tech (modeling and simulation)
- Hampton Courts (judiciary)
- Crowne Plaza (hospitality)
- Hampton University (education)

*Source: Hampton City Website, On the Map, Stakeholder Interviews, ICSC Dollars & Cents Report*

# Spending Potential

Amongst the spending potential of the five groups quantified\* as part of this study, there is \$440 million in annual spending potential.



*\*boater data unavailable*



# Residential Absorption Potential

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Based on a residential demand analysis, HR&A determined that:

Downtown Hampton could potentially support  
**100-200 new units**  
per year

# Key Market Conclusions

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- Hampton's relatively small population means regional draw needed to support retail spending. Markets from which the City could potentially increase its capture rate include:
  - Regional tourists
  - Boaters
  - Regional residents
- Additional downtown residential development would provide enhanced support for retail base.
- The City should focus on strengthening existing retail corridors along Queens Way and Settlers Landing through infill development.
- A coordinated strategy for downtown programming and special events would help draw more visitors to the waterfront.
- Hampton has a small town feel that should be marketed as one of its strengths.
- The City should seek to attract a range of tenants that serve diverse market niches. Types should include: neighborhood services, arts and crafts, coffee shops, and potentially a waterfront destination restaurant.





# *Development Opportunities*



# DEVELOPMENT OPPORTUNITIES


The areas that offer the greatest development potential are:

- Downtown Waterfront
- Harbor Square
- Langley Park Industrial Zone

**NASA / LANGLEY PARK  
PROPOSED INDUSTRIAL ZONE**

**HARBOR SQUARE  
REDEVELOPMENT SITE**

**DOWNTOWN  
WATERFRONT**

 **Development Opportunity  
Sites**



# GROCERY STORE SITE & SCALE OPTIONS

With a projected residential increase of 100-200 new units per year, there is an increasing need for a downtown grocery store.

## Medium Scale Footprint

Building: 20-60k SF

Parking: 280 Spaces

Sites: **A** - Harbor Square Redevelopment  
**B** - Lincoln Street Shopping Center

Potential Grocers: Publix  
Farm Fresh

## Small Scale Footprint


Building: 12-18k SF

Parking: 48 Spaces

Site: **C** - Sun Trust Bank Building  
**D** - Housing & Redevelopment Authority

Potential Grocers: Aldi  
Shadi Grove

Marketplace: Virginia Garden  
Virginia Gourmet

 Development Opportunity Sites





DOWNTOWN & WATERFRONT VISION





# *Urban Design Framework*



# URBAN DESIGN FRAMEWORK

## CIRCULATION

1. Improve regional connectivity by expanding the Armistead Av interchange to include a new King St interchange connection.

1  
PROPOSED  
I-64 INTERCHANGE

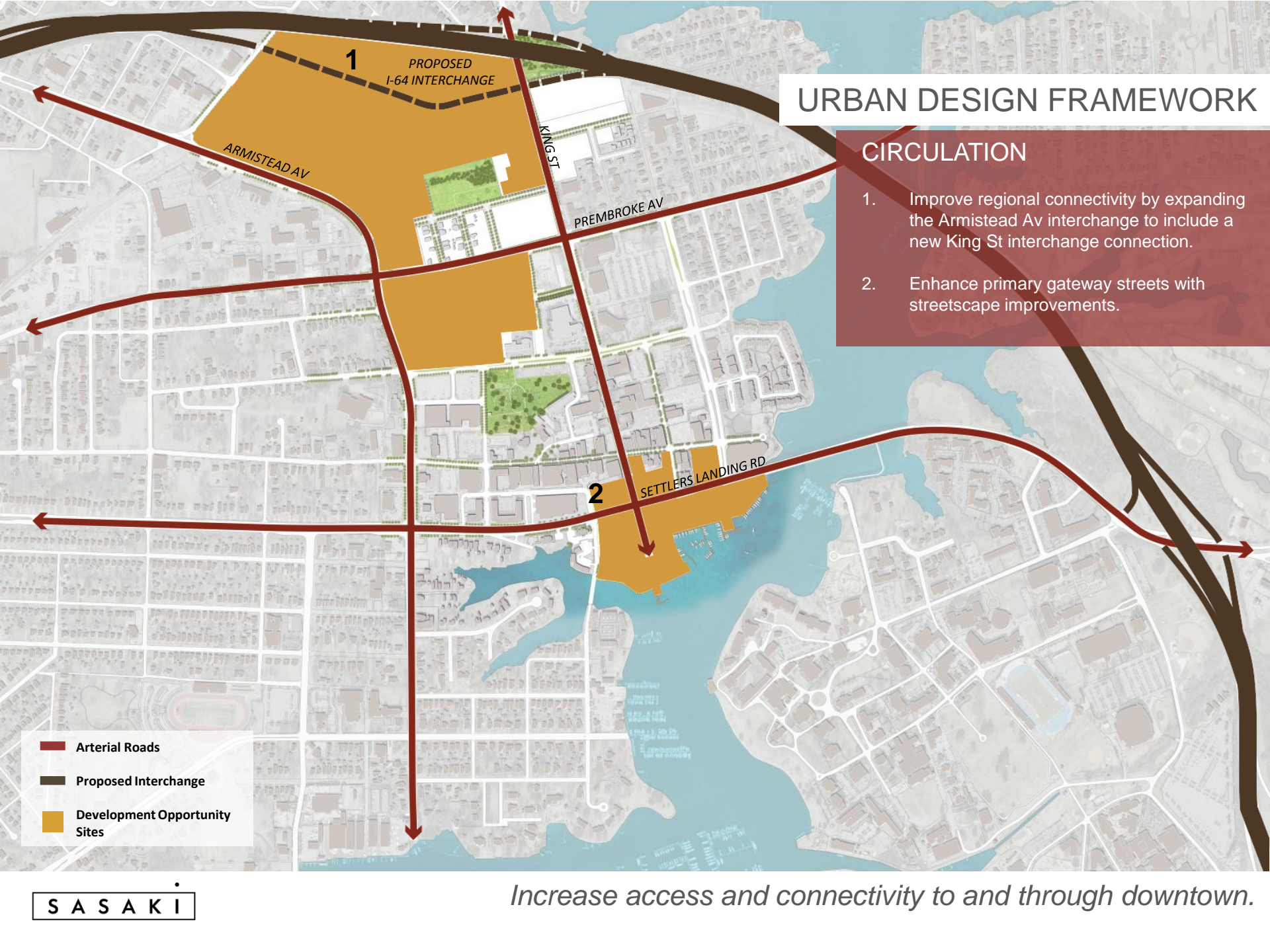
- Proposed Interchange
- Development Opportunity Sites



# URBAN DESIGN FRAMEWORK

## CIRCULATION

1. Improve regional connectivity by expanding the Armistead Av interchange to include a new King St interchange connection.
2. Enhance primary gateway streets with streetscape improvements.

- 
- The map shows a downtown area with a river on the right. Arterial roads are highlighted in red, including Armistead Av, King St, and Settlers Landing Rd. A proposed interchange is shown as a thick black line. Development opportunity sites are highlighted in orange. Two specific areas are numbered: 1, near the top left, and 2, near the bottom right.
- Arterial Roads
  - Proposed Interchange
  - Development Opportunity Sites



# URBAN DESIGN FRAMEWORK

## CIRCULATION

1. Improve regional connectivity by expanding the Armistead Av interchange to include a new King St interchange connection.
2. Enhance primary gateway streets with streetscape improvements.
3. Reconnect the Harbor Square and Langley Park Sites to the rest of downtown.

- 
- Proposed Roads
  - Local Roads
  - Arterial Roads
  - Proposed Interchange
  - Development Opportunity Sites

*Increase access and connectivity to and through downtown.*



# URBAN DESIGN FRAMEWORK

## OPEN SPACE:

1. Activate the Waterfront, improve access to and along the Waterfront promenade, and expand the marina capacity for year-round programming.
2. At Harbor Square, introduce "Harbor Square Plaza" at the corner of Armistead Av and Pembroke Av as a new gateway, and Union Park at the core of the neighborhood.
3. Restore Brights Creek and surrounding wetland as an open space amenity for the community and future Langley Park development.

- 
- Open Space
  - Proposed Roads
  - Local Roads
  - Arterial Roads
  - Proposed Interchange
  - Development Opportunity Sites



# URBAN DESIGN FRAMEWORK

## LAND USE

1. Reinforce King St as the primary Civic spine from the proposed I-64 interchange extension south to the waterfront.

- 
- Civic Spine
  - Open Space
  - Proposed Roads
  - Local Roads
  - Arterial Roads
  - Proposed Interchange
  - Development Opportunity Sites

*Build upon a strong framework of existing land use patterns with new Civic, Commercial Office, and Residential developments.*



# URBAN DESIGN FRAMEWORK

## LAND USE

1. Reinforce King St as the primary Civic spine from the proposed I-64 interchange extension south to the waterfront.
2. Strengthen Queens Way, Settlers Landing Rd, and Armistead Av as downtown's primary commercial corridors, and introduce research oriented development at Langley Park.

- 
- Commercial Corridors
  - Civic Spine
  - Open Space
  - Proposed Roads
  - Local Roads
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*Build upon a strong framework of existing land use patterns with new Civic, Commercial Office, and Residential developments.*



**URBAN DESIGN FRAMEWORK**

**LAND USE**

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2. Strengthen Queens Way, Settlers Landing Rd, and Armistead Av as downtown's primary commercial corridors, and introduce research oriented development at Langley Park.
3. Concentrate all new housing in and around the Harbor Square Site as well as on the Downtown Waterfront.

**Legend:**

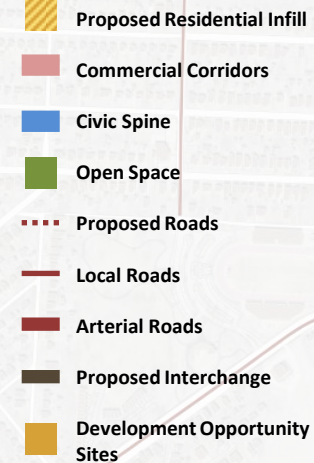
- Proposed Residential Infill
- Commercial Corridors
- Civic Spine
- Open Space
- Proposed Roads
- Local Roads
- Arterial Roads
- Proposed Interchange
- Development Opportunity Sites

**Map Labels:**

- PROPOSED I-64 INTERCHANGE
- "REED PARK"
- BRIGHTS CREEK
- ELMERTON CEMETERY
- KING ST
- PREMBROKE AV
- "UNION PARK"
- ST. JOHN'S CEMETERY
- MILL POINT PARK
- SETTLERS LANDING RD
- "WATERFRONT PARK"
- ARMISTEAD AV

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# *Site Design Scenarios*

# DOWNTOWN WATERFRONT

DOWNTOWN  
WATERFRONT

Development Opportunity  
Sites





# DOWNTOWN WATERFRONT

## DEVELOPMENT PRINCIPLES

### Connectivity

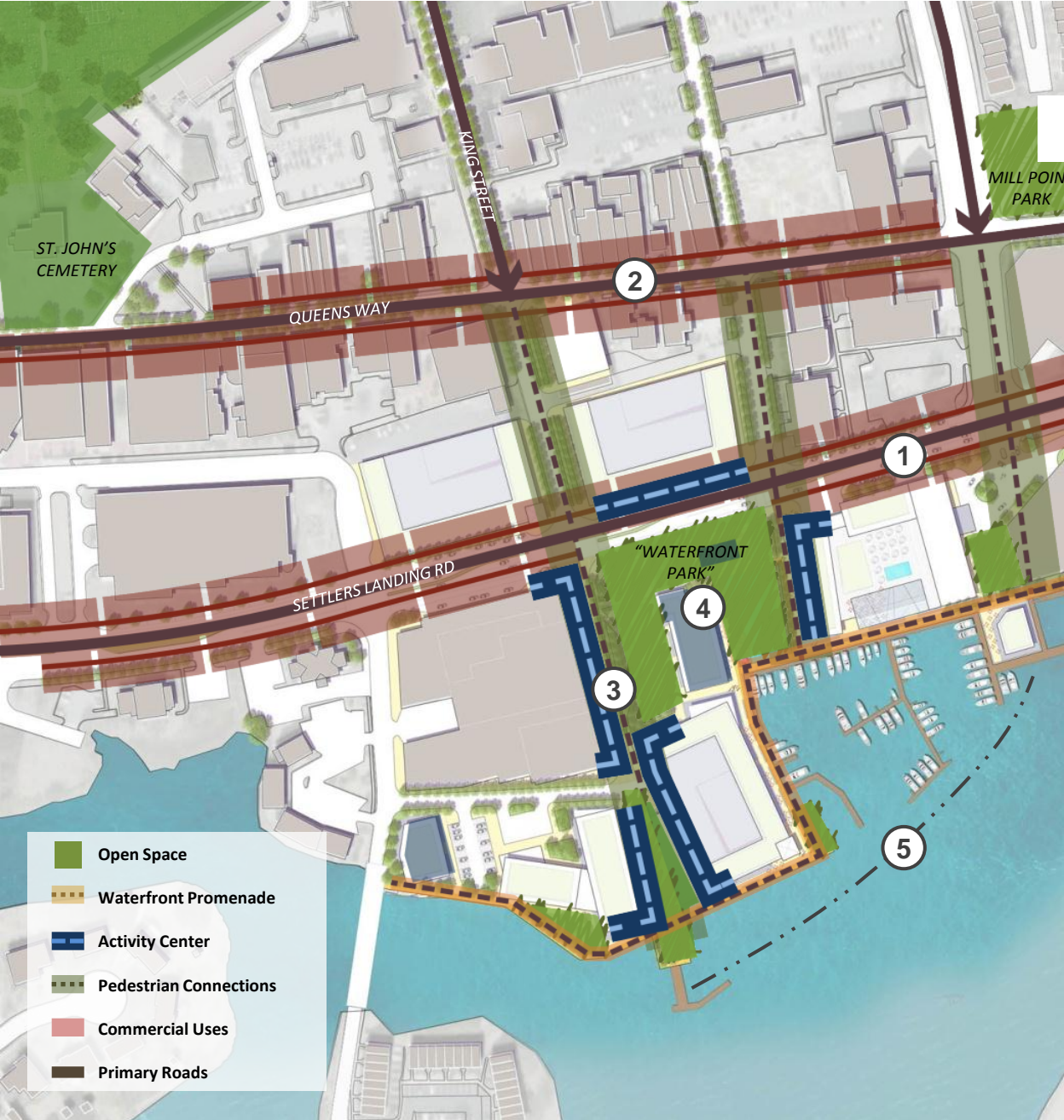
1. Improve the “gateway” experience to downtown Hampton, and reinforce Settlers Landing Rd with infill development to create a continuous street edge.
2. Reinforce Queens Way as a local and pedestrian friendly regional retail destination.
3. South of Settlers Landing Rd, transform King St into a pedestrian primary walking street and redirect vehicular traffic onto Rudd Ln.

 Pedestrian Connections

 Commercial Uses

 Primary Roads





# DOWNTOWN WATERFRONT

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### Identity

4. Enhance civic open space for improved waterfront access and year-round programming.
5. Improve physical and visual access to the waterfront and activate the pedestrian promenade providing for a continuous public 25' right-of-way.





# DOWNTOWN WATERFRONT

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### Land Use

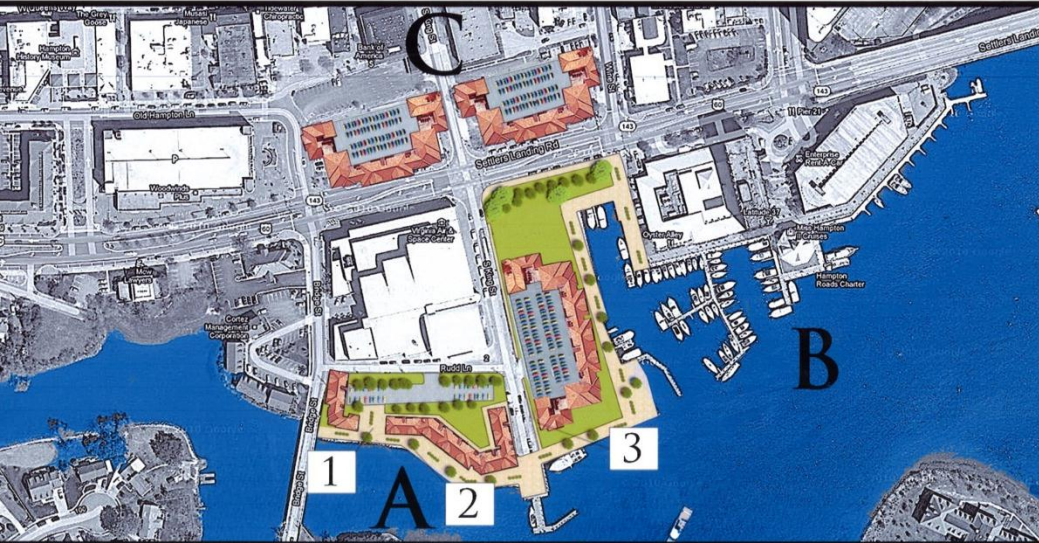
6. Introduce a mix of residential, civic and commercial retail uses.



# DOWNTOWN WATERFRONT

## Livas Group Scheme

### OPTION #1



### PROGRAM

- 116 Units
- Commercial (19,000 sf)
- VTech Seafood Research (10,000 sf)



OPTION 01

**LIVAS GROUP**



DOWNTOWN WATERFRONT

BIRD'S EYE  
VIEW

OPTION 02



# DOWNTOWN WATERFRONT



OPTION 02



# DOWNTOWN WATERFRONT



OPTION 02  
Architectural Alternative



An aerial map showing a proposed urban development in a waterfront area. The map includes existing buildings, streets, and green spaces. Key features include King Street, Queens Way, Settlers Landing Rd, and Mill Point Park. A new development area is highlighted in yellow, showing several large rectangular building footprints, a central green space labeled "WATERFRONT PARK", and a waterfront area with a marina and a beach. The water is a light blue color, and the surrounding land is a light grey color. The map is oriented with North at the top.

# DOWNTOWN WATERFRONT

## PROGRAM

- 225 Units (1,000 sf per unit)
- Ground Level Restaurants & Retail (6,000 - 20,000 sf)
- Civic Facilities (8,000 sf)
- Expanded Hotel and Conference Facility
- VTech Seafood Research (7,500 sf)
- Redesigned Urban Beach & Carousel Park with Public Rooftop Access

OPTION 02



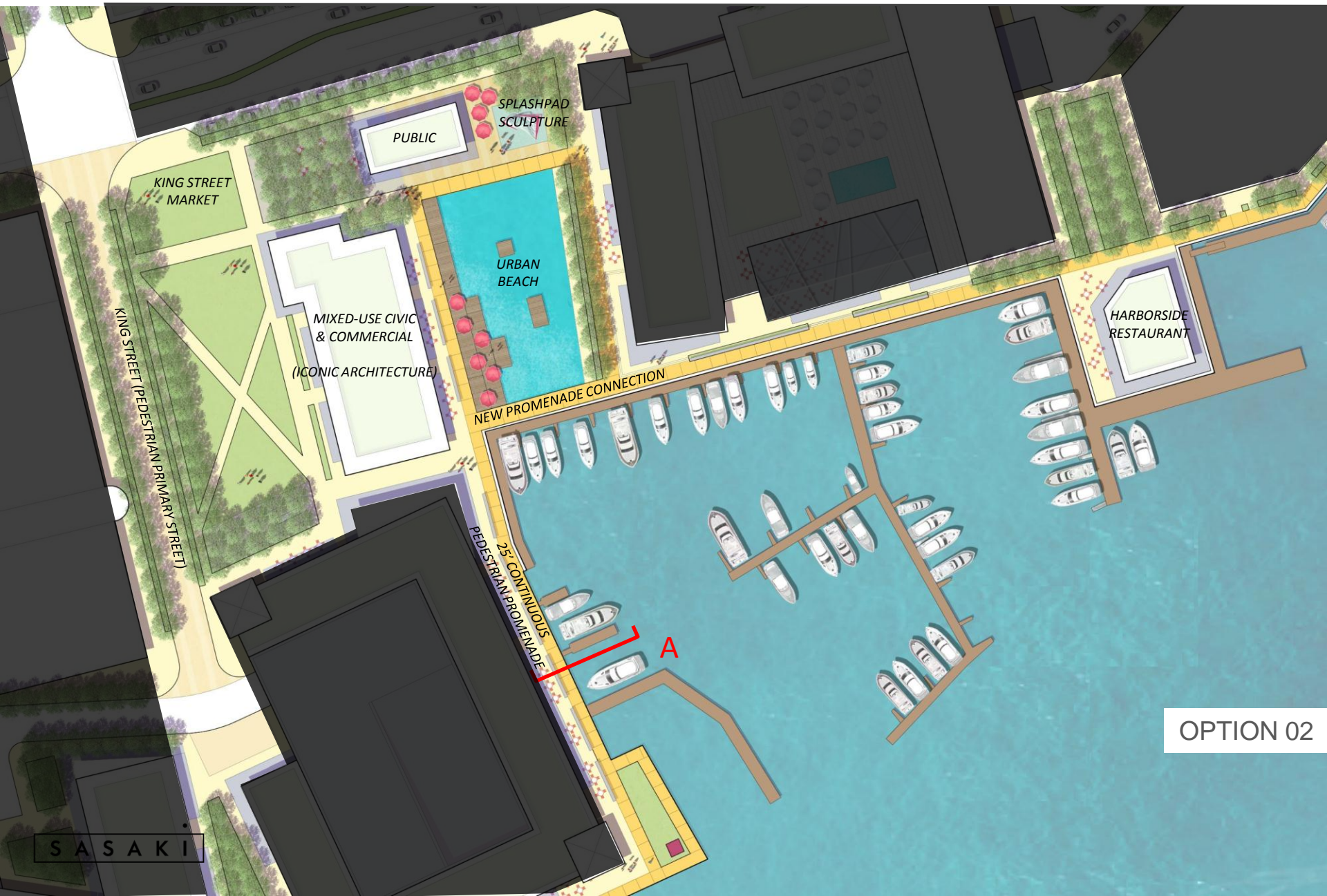
# HAMPTON WATERFRONT DEVELOPMENT



OPTION 02

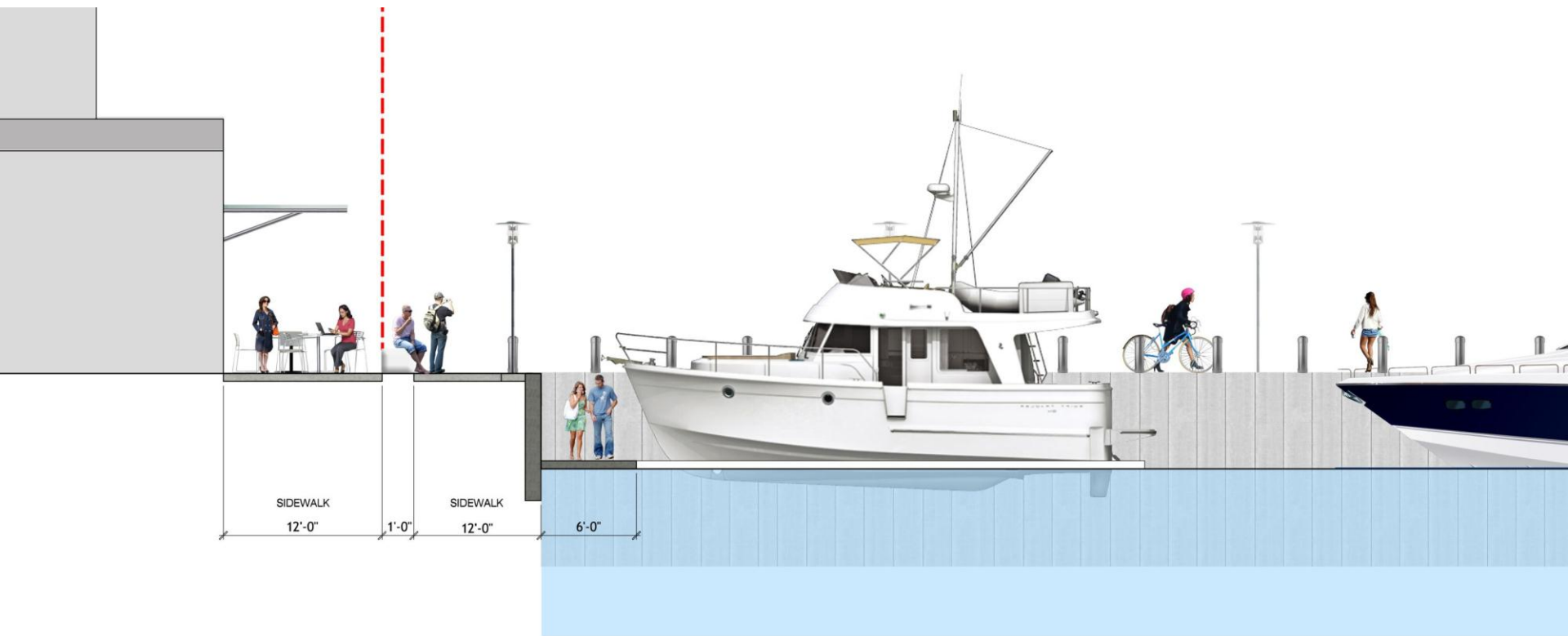


HAMPTON WATERFRONT CIVIC REALM



OPTION 02



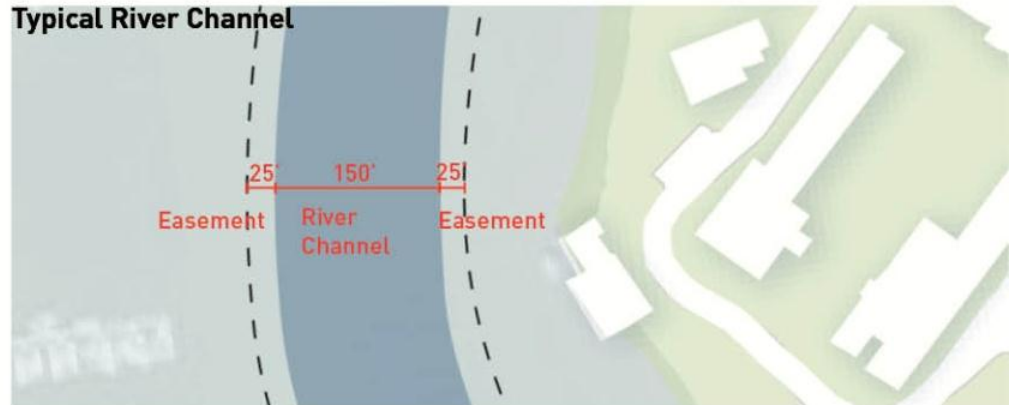


## HAMPTON WATERFRONT PROMENADE

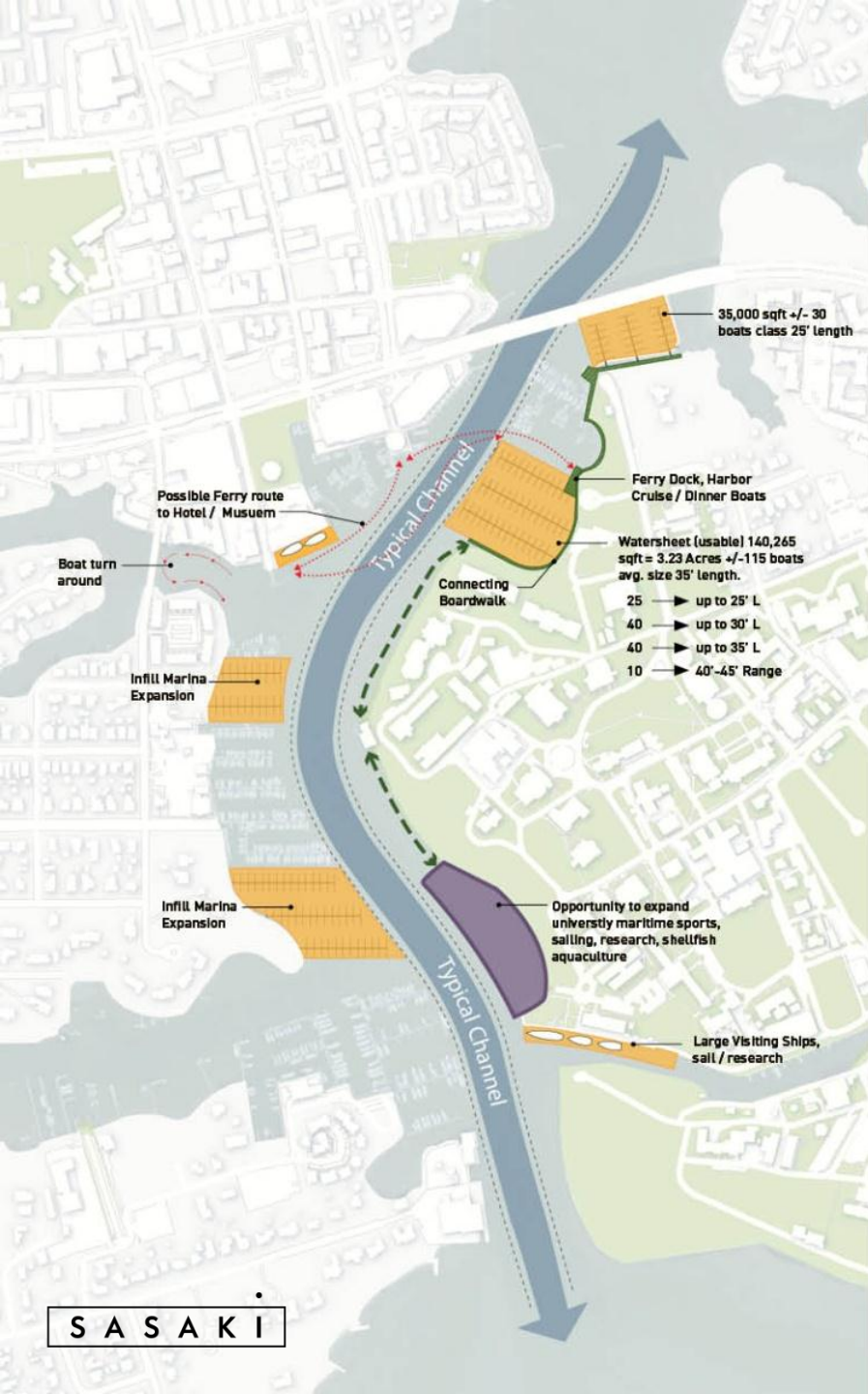
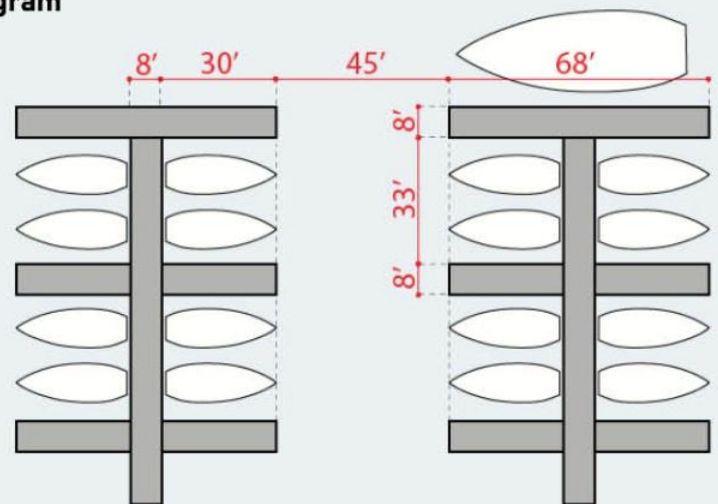
# MARINE STUDY

- Hampton side shoreline is fairly developed for maritime activities. Some additional capacity exists to expand current operations through infill based on demand
- University side edge is wide open, plenty of new opportunity to engage the river

## Typical River Channel

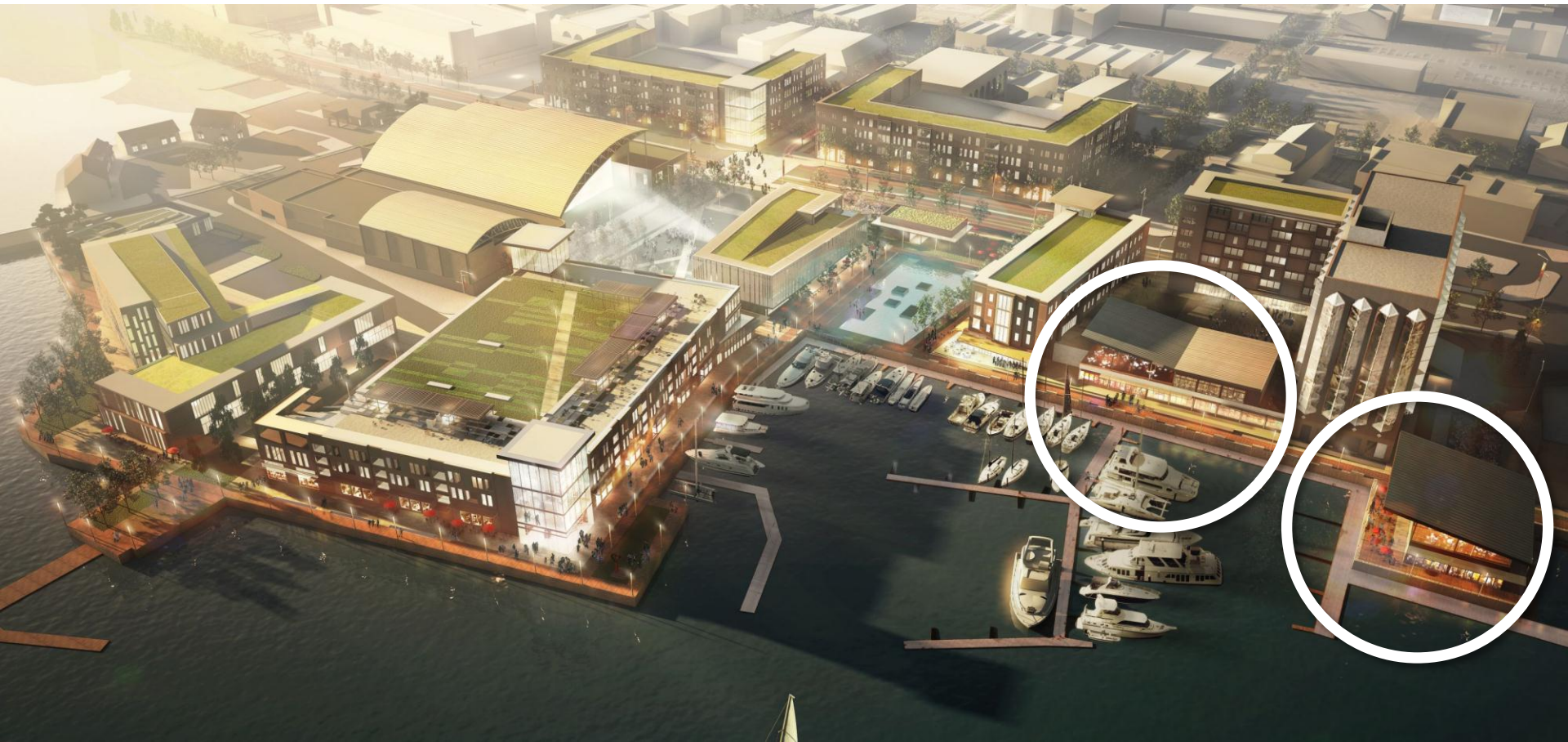


## Marina Diagram





## DOWNTOWN WATERFRONT



“HARBORSIDE RESTAURANTS”



LEGAL SEAFOODS HARBORSIDE  
RESTAURANT - BOSTON, MA





# DOWNTOWN WATERFRONT



“URBAN BEACH & SPLASH PAD SCULPTURE”



CAIRNS LAGOON, AUSTRALIA







SPLASH PARK BOSTON, MA



# DOWNTOWN WATERFRONT



“URBAN BEACH ACCESSORIES”





URBAN BEACH TORONTO, CANADA

# DOWNTOWN WATERFRONT



“URBAN BEACH”  
VIEW



# DOWNTOWN WATERFRONT



## URBAN BEACH VIEW



# DOWNTOWN WATERFRONT



PARK VIEW



# DOWNTOWN WATERFRONT



PARK VIEW - DAY



# DOWNTOWN WATERFRONT



PARK VIEW - NIGHT



# HARBOR SQUARE REDEVELOPMENT SITE

HARBOR SQUARE  
REDEVELOPMENT SITE

Development Opportunity  
Sites

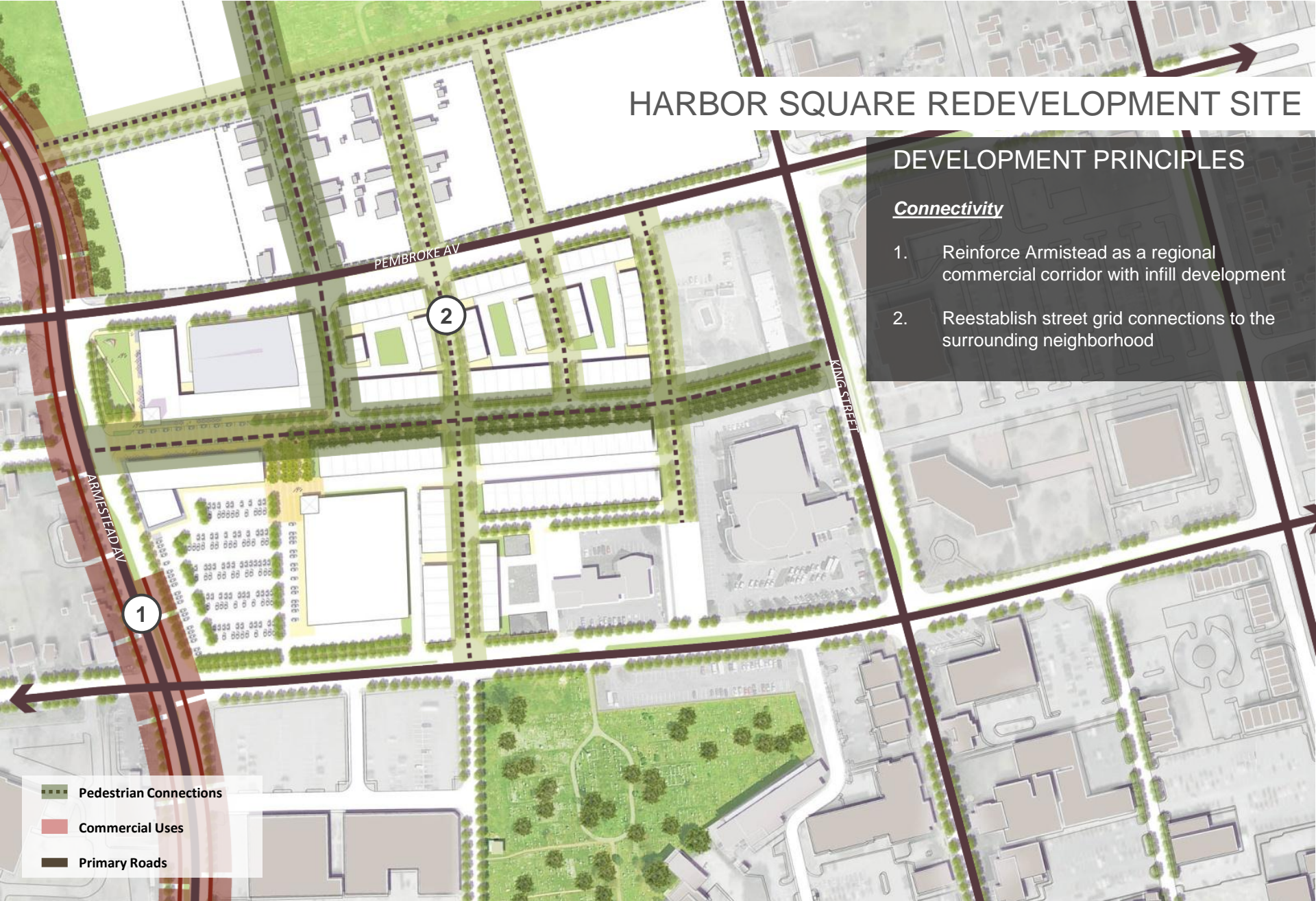


# HARBOR SQUARE REDEVELOPMENT SITE

## DEVELOPMENT PRINCIPLES

### Connectivity

1. Reinforce Armistead as a regional commercial corridor with infill development
2. Reestablish street grid connections to the surrounding neighborhood



Pedestrian Connections

Commercial Uses

Primary Roads

S A S A K I

*Reconnect the Harbor Square to the rest of downtown.*



# HARBOR SQUARE REDEVELOPMENT SITE

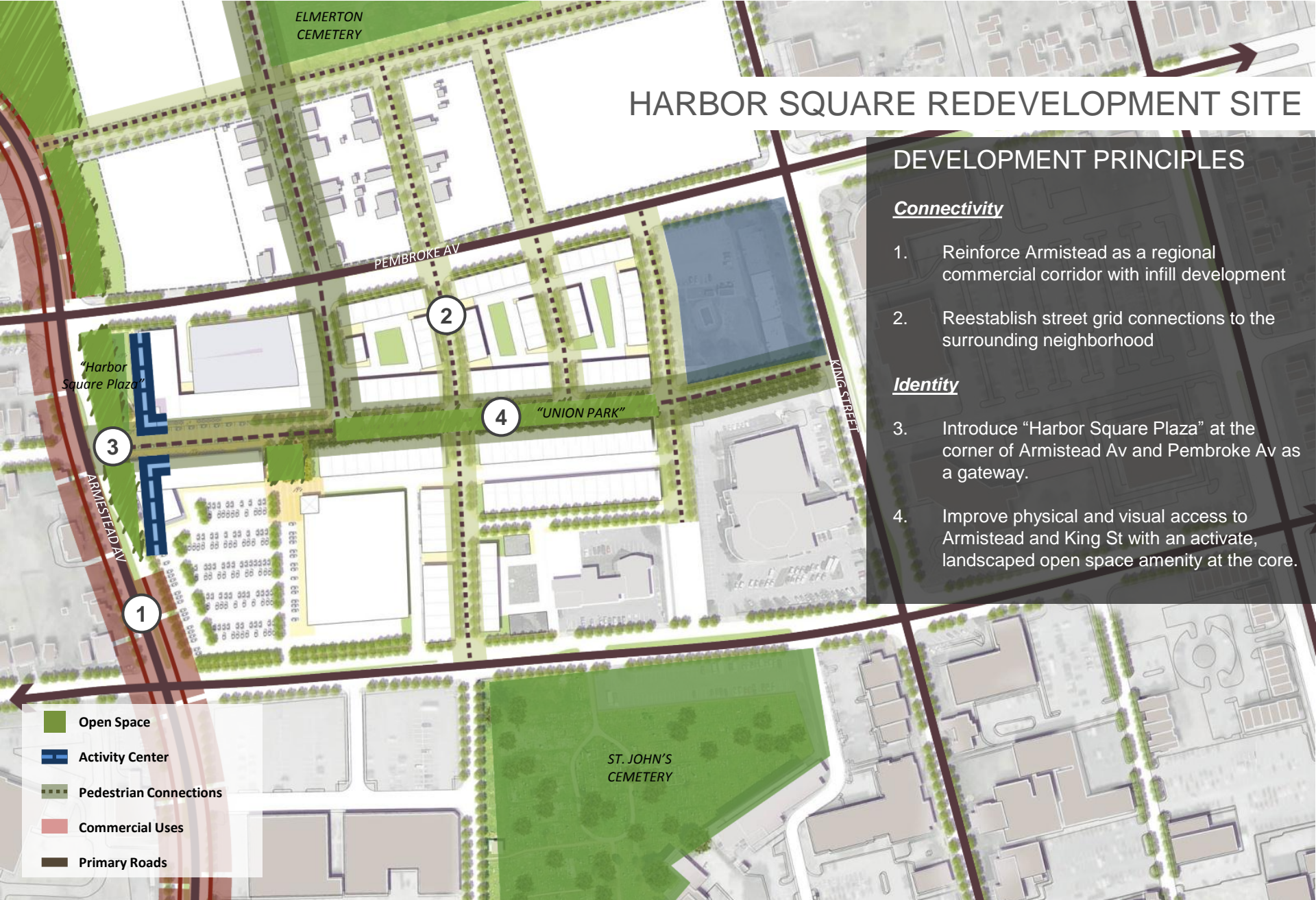
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### Identity

3. Introduce "Harbor Square Plaza" at the corner of Armistead Av and Pembroke Av as a gateway.
4. Improve physical and visual access to Armistead and King St with an activate, landscaped open space amenity at the core.



- Open Space
- Activity Center
- Pedestrian Connections
- Commercial Uses
- Primary Roads



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### Connectivity

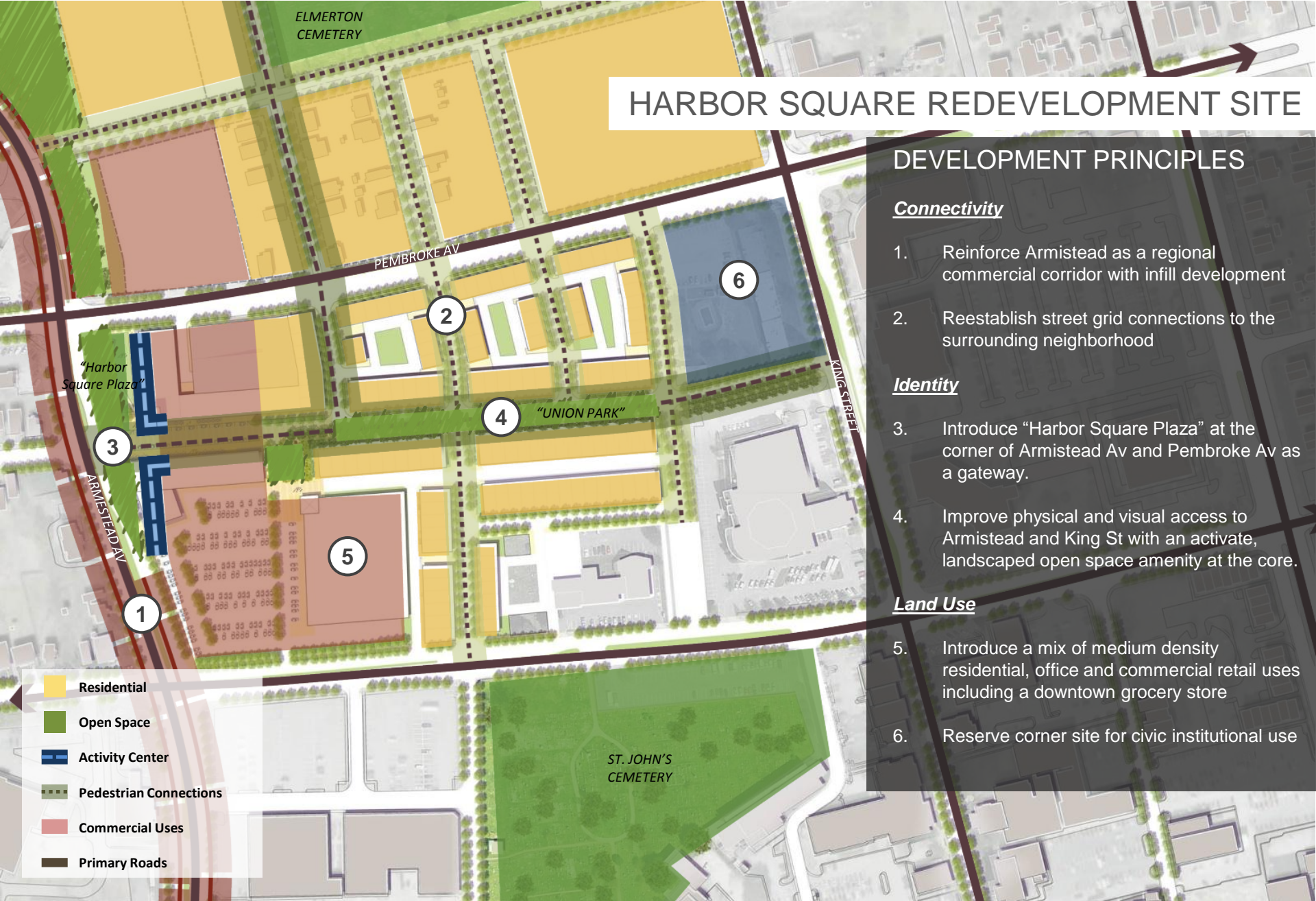
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### Land Use

5. Introduce a mix of medium density residential, office and commercial retail uses including a downtown grocery store
6. Reserve corner site for civic institutional use

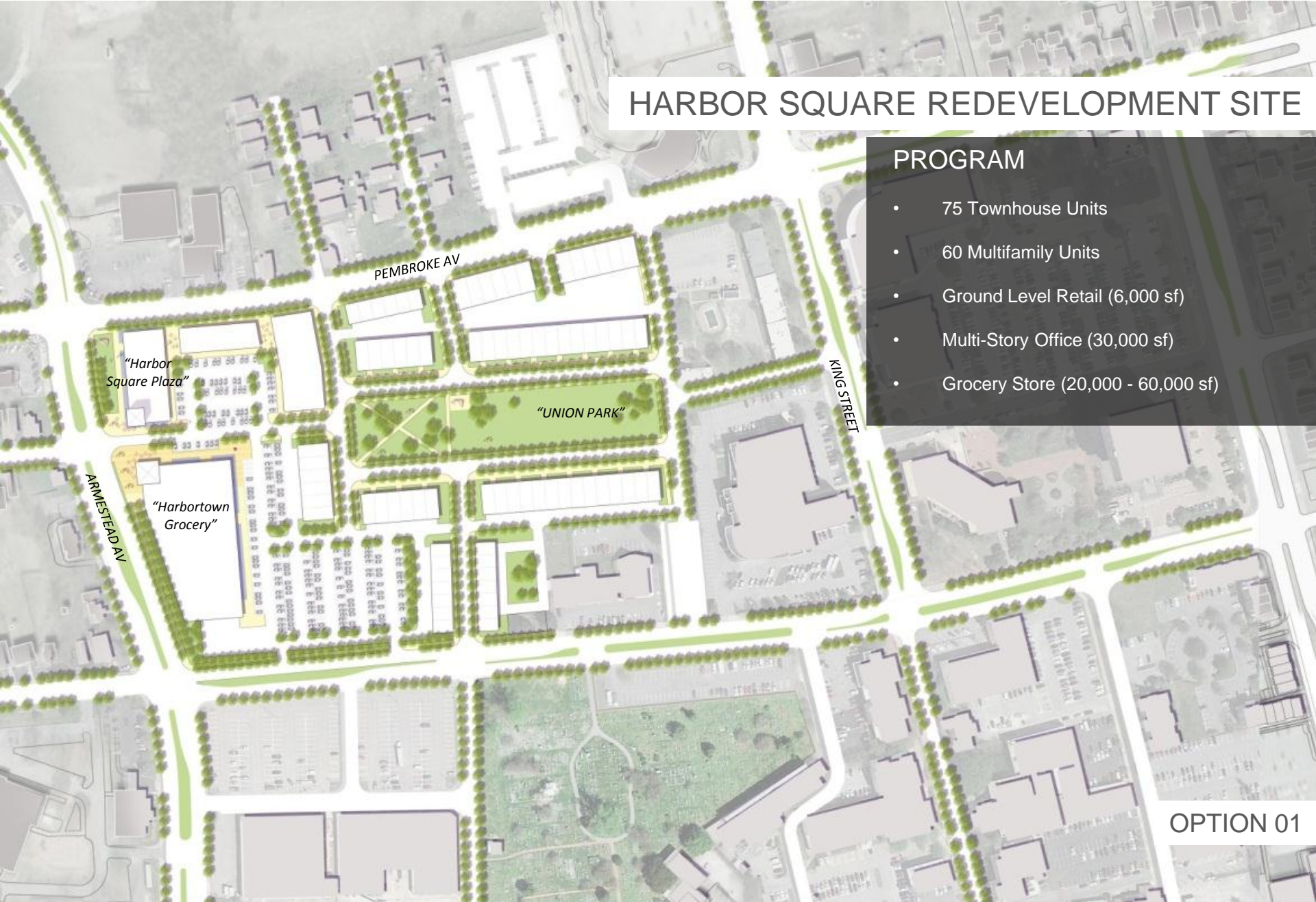




# HARBOR SQUARE REDEVELOPMENT SITE

## PROGRAM

- 75 Townhouse Units
- 60 Multifamily Units
- Ground Level Retail (6,000 sf)
- Multi-Story Office (30,000 sf)
- Grocery Store (20,000 - 60,000 sf)



OPTION 01



# HARBOR SQUARE REDEVELOPMENT SITE



Union Park, Boston, MA

OPTION 01



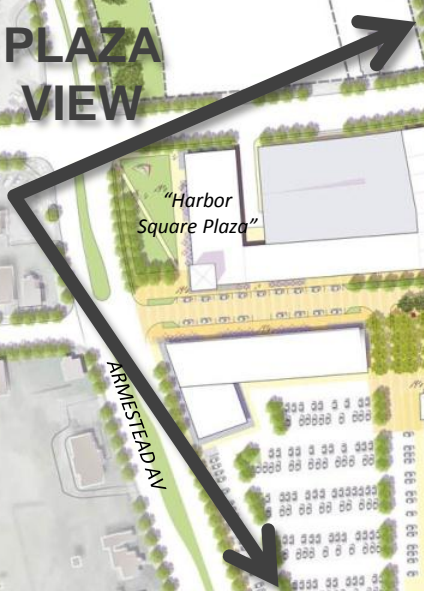
# HARBOR SQUARE REDEVELOPMENT SITE

## PROGRAM

- 125 Townhouse Units
- 60 Multifamily Units
- Ground Level Retail (6,000 sf)
- Multi-Story Office (30,000 sf)
- Grocery Store (50,000 sf)

OPTION 02

PLAZA  
VIEW



"Harbor  
Square Plaza"

PEMBROKE AV

"UNION STREET"

KING STREET

ARMISTEAD AV

"Harbortown  
Grocery"



# HARBOR SQUARE REDEVELOPMENT SITE



OPTION 02



# LANGLEY PARK INDUSTRIAL ZONE

NASA / LANGLEY PARK  
PROPOSED INDUSTRIAL ZONE

Development Opportunity  
Sites

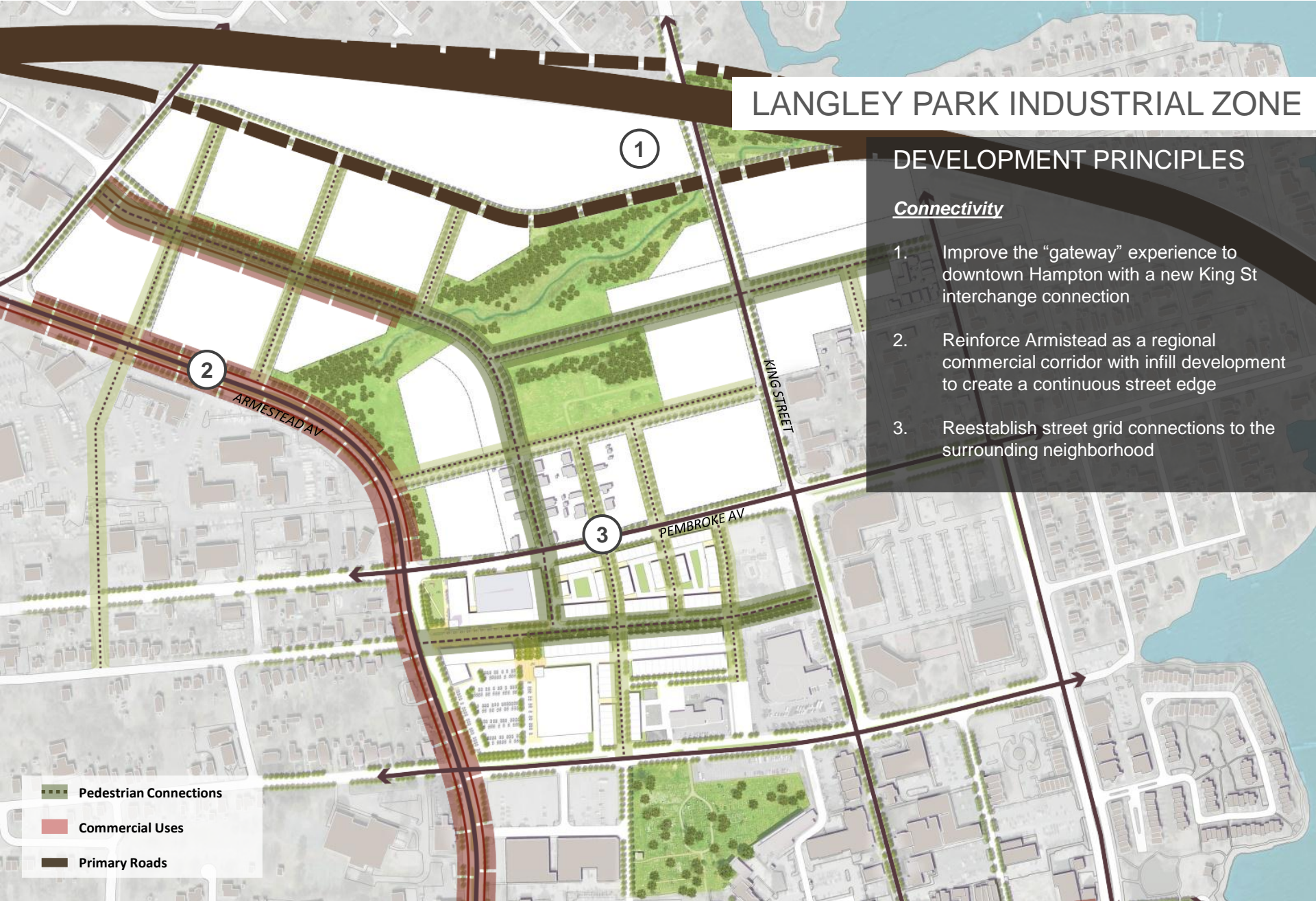


# LANGLEY PARK INDUSTRIAL ZONE

## DEVELOPMENT PRINCIPLES

### Connectivity

1. Improve the “gateway” experience to downtown Hampton with a new King St interchange connection
2. Reinforce Armistead as a regional commercial corridor with infill development to create a continuous street edge
3. Reestablish street grid connections to the surrounding neighborhood





# LANGLEY PARK INDUSTRIAL ZONE

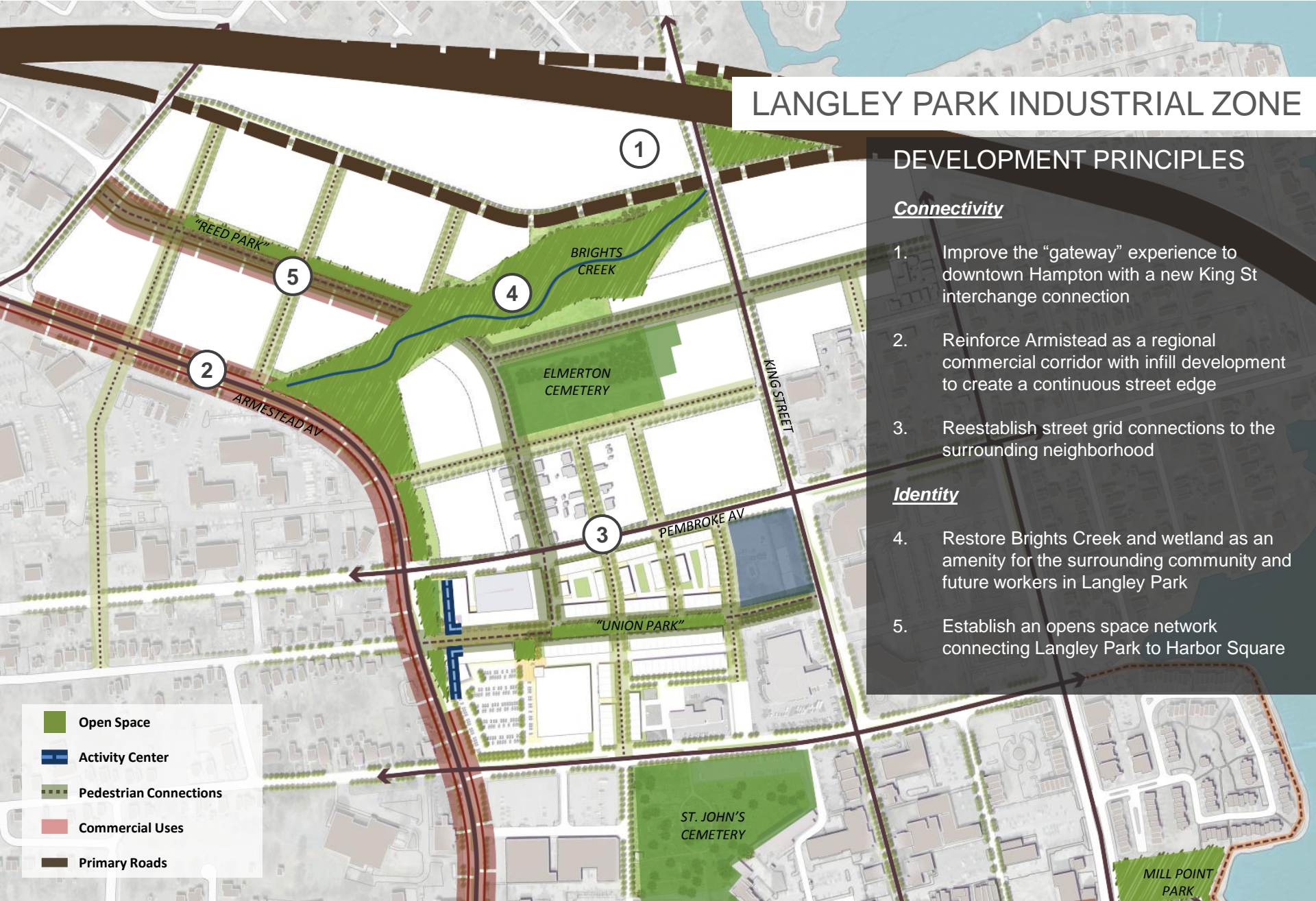
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### Identity

4. Restore Brights Creek and wetland as an amenity for the surrounding community and future workers in Langley Park
5. Establish an opens space network connecting Langley Park to Harbor Square





# LANGLEY PARK INDUSTRIAL ZONE

## DEVELOPMENT PRINCIPLES

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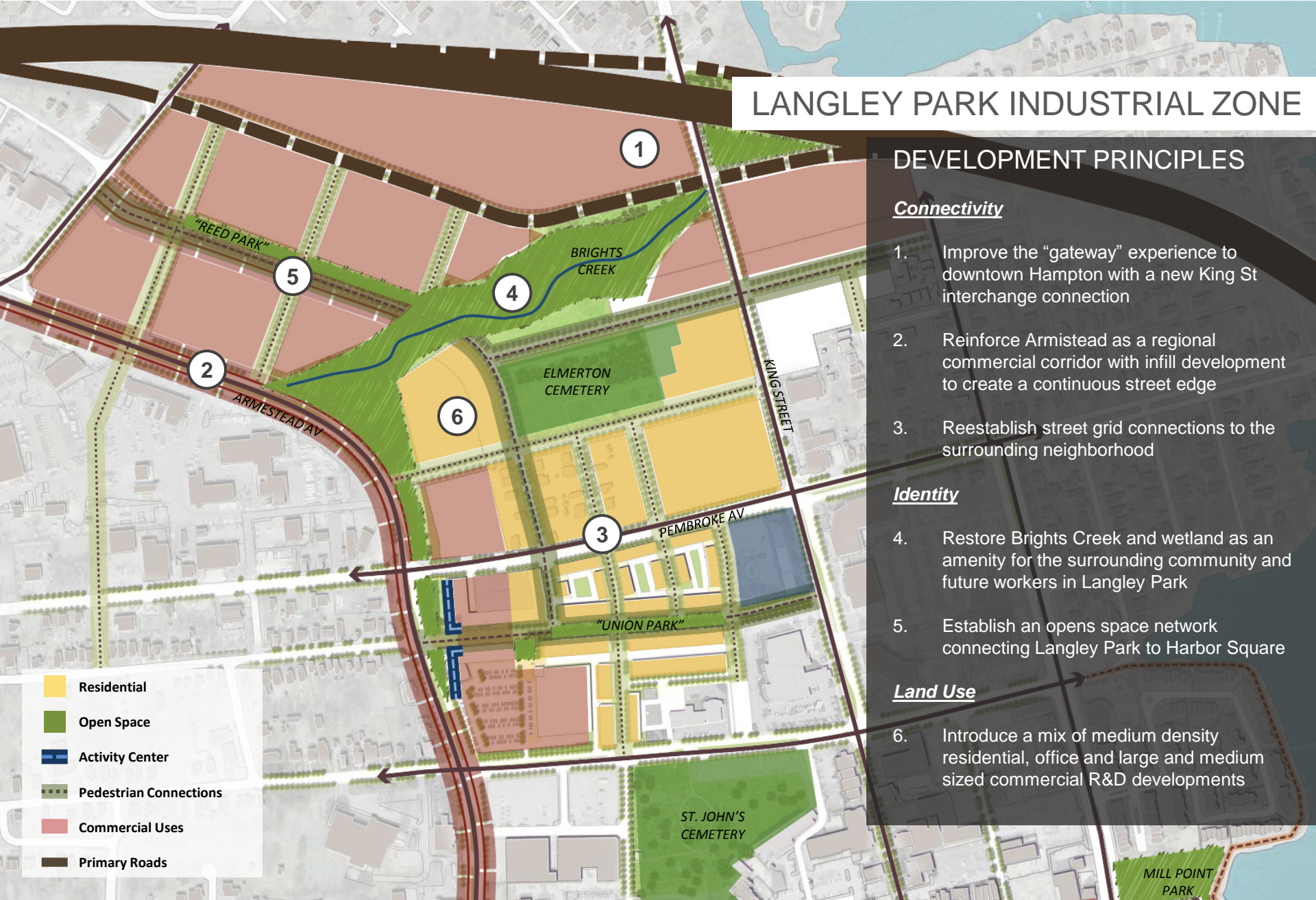
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5. Establish an opens space network connecting Langley Park to Harbor Square

### Land Use

6. Introduce a mix of medium density residential, office and large and medium sized commercial R&D developments







# LANGLEY PARK INDUSTRIAL ZONE

## PROGRAM

- 60 acres - Research & Development
- 20 acres - Residential



# DOWNTOWN & WATERFRONT FRAMEWORK

## LANGLEY INDUSTRIAL PARK

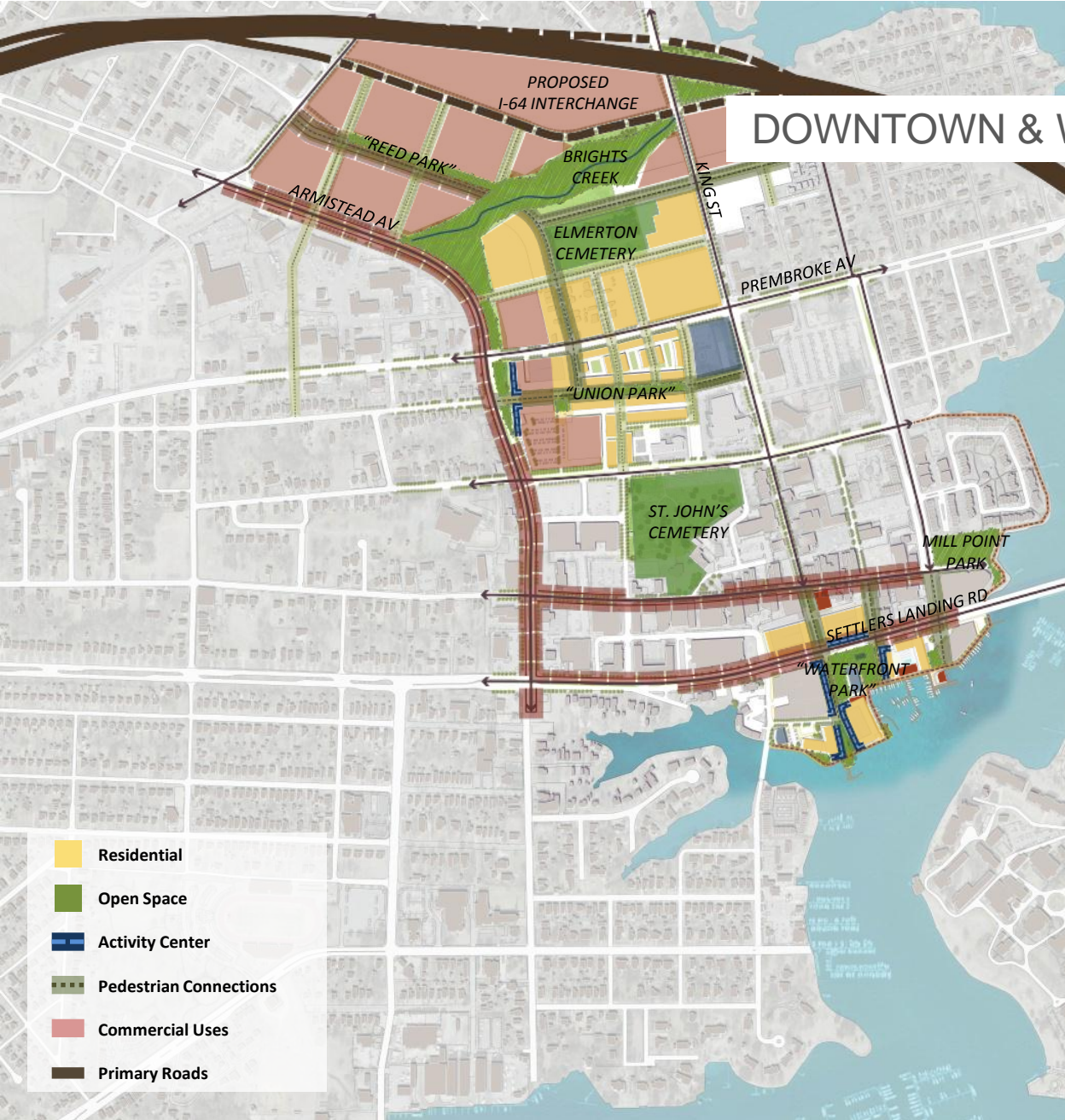
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- 20 acres – Residential

## HARBOR SQUARE

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- 60 Multifamily Units
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## DOWNTOWN WATERFRONT

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- Expanded Hotel and Conference Facility
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- Redesigned Urban Beach & Carousel Park with Public Rooftop Access



- Residential
- Open Space
- Activity Center
- Pedestrian Connections
- Commercial Uses
- Primary Roads





PROPOSED  
I-64 INTERCHANGE

"REED PARK"

BRIGHTS  
CREEK

ELMERTON  
CEMETERY

KING ST

PREMBROKE AV

ARMISTEAD AV

"UNION PARK"

ST. JOHN'S  
CEMETERY

MILL POINT  
PARK

SETTLERS LANDING RD

"WATERFRONT  
PARK"

DOWNTOWN & WATERFRONT VISION





# *Implementation*



# Implementation Considerations

## *Resources*

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**Public Infrastructure Investment**

**Available Land**

**Development Incentives**

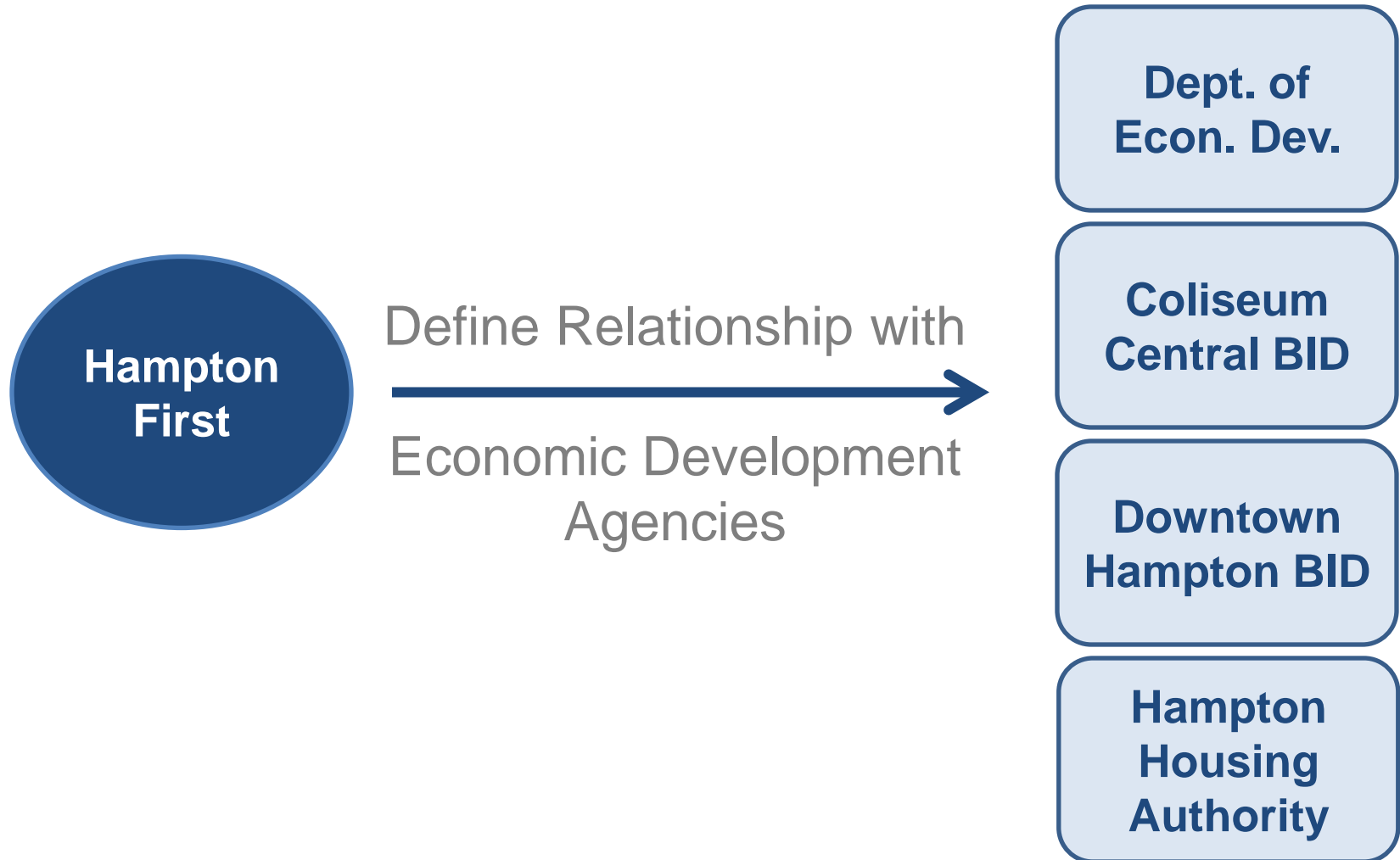
**Organizational Capacity/Authority**



# Implementation Considerations

*Organizational capacity*

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# Implementation Considerations

## *Phasing*

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### Infill

- As opportunities arise and uses are identified

### Harbor Square

- Prepare site for mixed-use redevelopment project

### Waterfront

- Create and implement relocation and development strategy



# HAMPTON WATERFRONT DEVELOPMENT



OPTION 02



# DOWNTOWN WATERFRONT



PARK VIEW - DAY



# DOWNTOWN WATERFRONT



PARK VIEW - NIGHT